

MOORPARK CITY LIBRARY ANNUAL REPORT 2017-2018



LIBRARY SYSTEMS & SERVICES

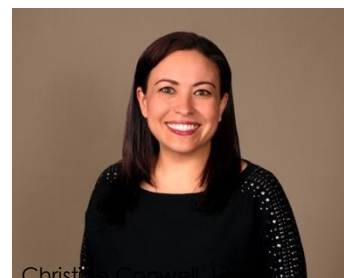
SEPTEMBER 2018

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2017-2018 HIGHLIGHTS

The Moorpark City Library is happy to present the FY 2017-2018 Annual Report. Library staff continued their commitment to bringing people, information, and ideas together to enrich lives and improve the community.



Christine Connolly, Library
Director

EDUCATION

Learning is a lifelong activity and the Moorpark City Library is committed to supplying the community with tools that inform, educate, and connect people.

- The Golden Grades Tutoring program, offered twice a week 4:00-6:00 p.m., provides homework assistance to local students. During the 2017-2018 school year, tutors guided 360 students to better grades through homework help and test preparation.
- Reading Buddies is a weekly program that pairs children with adult volunteers to practice reading aloud. The program results in stronger interest and engagement in reading, improvement in social and communication skills and fun! Reading Buddies helped 246 children become better readers in 2017-2018.
- The Library is also committed to connecting people to information outside the library walls. The online Brainfuse service provided expert tutors and a suite of homework help services to 2,472 students who logged in with their library card!
- Free Internet and technology access is a vital Library service. More than 10,000 patrons logged onto a public use computer to search for jobs, create resumes, print homework, and stay connected with family and friends.



INFORMATION

The Moorpark City Library provides free access to all kinds of knowledge and information, always readily available to patrons.

- More than 400 programs were held throughout the year, attracting more than 10,000 children, teens and adults to the Library, where they learned more about how the Library can help improve their lives.
- Membership in the Inland Network provides Moorpark City Library patrons access to materials from more than 40 libraries in Riverside, Palmdale, and Simi Valley. The number of holds placed each year continues to increase with 15,921 holds in 2017-2018.
- While many people now access daily news on the Internet, print newspapers and magazines are preferred by many patrons. The Library subscribes to the *Los Angeles Times*, *Ventura County Star*, *the Wall Street Journal*, and more than fifty magazines. While newspapers must be enjoyed in the library, magazines circulated 890 times last year.



PERSONAL DEVELOPMENT

The Moorpark City Library is committed to providing opportunities for personal creative development and offers access to new and emerging technologies to inspire interest in creation and collaboration.

- Crafty Adults is offered on the first Thursday of the month at 2 p.m. The program began in September 2017 with the goal of providing a creative outlet for adults through crafting. The Library held nine Crafty Adult programs with 111 participants. Opportunity for social connections is an added program value; many participants are stay-at-home mothers or women who work from home.
- The Library's 3D printer was used by 147 patrons to design and make three-dimensional objects.
- The Oculus Rift headset introduced 114 patrons to virtual worlds and games.



- Adulting 101, launched in June 2018, teaches teens and young adults aged 16-25 the basics of being a responsible adult. The series kicked off with a program called Getting a Job.

CHILDREN

The Moorpark City Library has a special responsibility to support a more literate society by creating and strengthening reading habits from an early age.

- Storytime promotes early literacy for the youngest patrons. More than 2,000 babies, toddlers, parents and caregivers participated in Family Storytime, Little Bilinguals Storytime, Storytime in the Parks, and Preschool Learning Time.
- The Moorpark Summer Reading Club puts books in the hands of children and helps students build reading skills, prevent summer learning loss, and prepare for a successful school year. In 2017, 700 children from birth to grade five, 176 teens in grades six-12 and 189 adults participated.
- The Día de los Niño celebrates children every April. Día is a nationally recognized initiative that emphasizes the importance of literacy for all children from all backgrounds. This year the Library partnered with First 5 Moorpark/Simi Valley Neighborhood to bring the First 5 Express, a bilingual children's activity center that travels across California inspiring families to understand the importance of a child's earliest years. More than 350 families and small children came to celebrate!
- Big Truck Big Read is a Moorpark City Library signature event. Every May, children honk the horns, kick the tires, and touch the controls of their favorite service vehicles. Participation increased 20% from 2017 to 2018.



YOUNG ADULTS

The Moorpark City Library is committed to providing excellent service to teenagers. The Young Adult Librarian works closely with teens to weave cultural trends into programs, collections and collaborative efforts throughout the community.

- Teens in grades seven-12 can earn community service hours and build job skills by volunteering at the Library. This year 76 new teen volunteers joined the Library!
- The Teen Advisory Group (TAG) meets the second Friday of each month after library hours. TAG members help decorate the library for special events, plan and implement Star Wars Day celebrations, provide collection feedback and facilitate collaboration between the Library and high school.



OUTREACH

The Library loves Moorpark! Library staff traveled across the city several times to promote library services and materials to the public. The La Reina Volunteer Fair, First 5 Health & Safety Expo, Panther Preview at Chaparral Middle School, and every literacy night at each of Moorpark's elementary schools were opportunities to spread the word about all the Library has to offer. Additionally, staff hosted 40 class visits at the library, decorated pumpkins and Halloween crafts with 1,000 people at Haunted High Street, made 200 necklaces at the City's July 3rd Fireworks Extravaganza, and gave away free books at Moorpark County Days.



On June 5, 2018, Library staff hosted the Moorpark Chamber of Commerce networking mixer at the Library. About 40 people attended the event including city staff, several Moorpark Friends of the Library members, and local business representatives. The City Librarian spoke about the shared mission of the Library and Chamber: To promote community resources and the 3D printer and Virtual Reality equipment were available.

ACHIEVEMENTS

Youth Services Librarian Meg Thackoorie, known fondly as Mrs. T., was honored by the Ventura County Reading Association with an International Literacy Association Celebrate Literacy Award on May 10, 2018. Mrs. T. was recognized for her “love and dedication to Moorpark's smallest residents.”



NEW LIBRARY PROJECT TIMELINE

- **2007** – Construction of a new library is included in the City Hall Master Planning process, upon the City's takeover of the County Library
- **2007-2011** – Civic Center Master Plan process is on-going, however the recession and dissolution of the city's redevelopment agency halted the process.
- **December 2016** – Due to funding concerns, City separates library from the Civic Center master plan and moves forward. A 2-acre lot on the north side of High Street is approved for the facility
- **April 2017** – Oakridge Geoscience, Inc. hired to study the soil conditions at the proposed site.
- **Summer 2017** – Soil study determined that the ground beneath the building needs to be reinforced to prevent earthquake damage.
- **December 2017** – Linda Demmers is hired as a Library Consultant on the project.
- **December 2017** - Mayor Janice Parvin and Councilmember Ken Simons appointed to ad hoc committee for the library to assist in the selection of the architect.
- **April 2018** – Moorpark City Council approves RFP for the library's design.
- **May 2018** – Online survey regarding the new library is published in English and Spanish. The survey will be available until the mid August.
- **August 2018** – Ad Hoc Committee Identifies Architect for Project.
- **September 2018** – City Council will be approving selected Architect, CWA.



MOORPARK FRIENDS OF THE LIBRARY

The Moorpark Friends of the Library is a non-profit organization whose mission is to promote the Library as an essential institution of the community. The volunteer board and Friends' members advocate, educate, and raise funds on behalf of the Library.

In FY 2017-2018, the Moorpark Friends of the Library provided \$10,000 to support the following programs:

- Adult and Teen Book Club
- Craft/Program Supplies
- Guest Speakers/Performers
- Summer Reading Club
- Holiday PJ Party
- Harry Potter Festival



OFFICERS OF THE MFOTL

- Rosalie Barili, president
- Theresa Tardif, vice president
- Dona Pugh, secretary
- Arianna Kha, treasurer
- Madison Kha, assistant treasurer



MOORPARK LIBRARY BOARD

The Moorpark Library Board Members are committed to increase community awareness of the Moorpark City Library, and through their observations and suggestions, advise the City Librarian about what the Library is doing well and what needs improvement

MEMBERS OF THE BOARD

Heather McGregor, President
David Landry, President Pro Tem
Jose Rios, Board Member
Candice Sunseri, Board Member
Linda Goble, Board Member



MOORPARK CITY LIBRARY

2015-2018 ANNUAL REPORT SUMMARY



Library Statistics - Fiscal Year 2017-2018 and Historical Comparison Part 1						
Month	Patron Count	Circulation	Cards Issued	Holds Placed	Overdrive Circulation	Brainfuse Sessions
July	9,318	10,069	88	1,540	147	105
Aug	8,791	9,284	164	1,378	136	72
Sept	7,876	8,227	147	1,170	128	234
Oct	8,702	8,229	81	1,494	156	311
Nov	6,928	8,263	71	1,332	177	451
Dec	6,579	7,224	45	1,266	173	286
Jan	7,228	8,474	82	1,651	179	239
Feb	7,699	7,407	74	1,267	122	131
Mar	8,228	8,231	120	1,390	148	303
Apr	6,369	7,517	73	1,269	223	140
May	6,893	8,891	134	1,533	199	120
June	7,388	9,109	135	631	200	80
YTD	91,999	100,925	1,214	15,921	1,988	2,472
Mo. Avg.	7,667	8,410	101	1,327	166	206
Last FY YTD	109,695	107,834	1,416	15,908	1,419	6,416
Mo. Avg.	5,141	8,986	118	1,126	118	535
FY 2015-2016	113,184	106,566	1,427	15,189	1,943	1,288
Mo. Avg.	9,462	8,881	119	1,266	162	107

Library Statistics - Fiscal Year 2017-2018 and Historical Comparison Part 2						
Month	# of Events	# of Event Attendees	Public Computer log-ins	Volunteers	Volunteer Hours	Unique Webpage Views
July	34	1,488	834	39	200	2,084
Aug	27	912	1,063	38	125	2,051
Sept	37	536	1,086	37	139	2,071
Oct	41	2,477	957	52	232	2,159
Nov	33	468	817	41	127	1,706
Dec	40	702	846	48	141	1,694
Jan	43	602	883	42	146	1,836
Feb	43	788	839	36	115	1,840
Mar	46	792	981	46	187	2,193
Apr	32	814	835	45	106	1,978
May	46	951	945	50	170	1,986
June	38	1,480	703	51	173	2,101
YTD	460	12,010	10,789	525	1,859	23,699
Mo. Avg.	38	1,001	899	44	155	1,974
Last FY YTD	483	12,615	12,070	480	2,054	23,634
Mo. Avg.	40	1,051	1,006	40	171	1,970
FY 2015-2016	489	11,535	13,147	511	1,879	25,948
Mo. Avg.	41	961	1,096	43	157	2,162

VALUE OF SERVICES

The table below illustrates estimated total value of the services and resources provided by the Moorpark City Library and does not reflect the Library's operating budget. Cost figures adapted from Massachusetts Library Association data."

ITEM	TOTAL	AVERAGE PURCHASE PRICE	COST TO RESIDENTS	VALUE PROVIDED
Computer Users, 1 Hour each	10,789	\$24 an Hour at Kinkos	FREE	\$258,936.00
Children, Teen and Adult Program Participants	12,010	\$15 Avg. Price of Class		\$180,150.00
Adult Nonfiction Books Circulated	7,537	\$28 Price of Book		\$211,036.00
Adult Fiction Books Circulated	10,326	\$28 Price of Book		\$289,128.00
Juvenile Books Circulated	46,199	\$22 Price of Book		\$1,016,378.00
Young Adult Books Circulated	6730	\$25 Price of Book		\$168,250.00
Magazines Circulated	890	\$5 Price of Magazine		\$4,450.00
Music CDs Circulated	1,053	\$15 Price of Music CD		\$15,795.00
DVDs Circulated	23,372	\$17 Price of DVD		\$397,324.00
Audiobooks Circulated	2,835	\$53 Price of Audiobook		\$150,255.00
eBooks & Downloadable Audiobooks Circulated	1,988	\$10 price of Digital Item		\$19,880.00
Brainfuse Homework Help	2,472	\$30 an Hour Private Tutor		\$74,160.00
Value of Services Provided to Moorpark Residents				\$2,785,742.00